

case study

From Clicks to Bookings

Prison Island Prague aimed to increase both physical visitor traffic and online reservations. The goal was to ensure steady revenue growth, establish a strong visual identity, and implement a scalable marketing approach. Marketinghub delivered a comprehensive solution encompassing performance marketing, web optimization, and creative visual assets.

GOALS

Boost visitor traffic and online bookings

Target local and international audiences with tailored digital campaigns.

Strengthen brand presence

Develop a cohesive visual identity and high-quality content to increase trust.

Maintain high ROAS and conversion rates

Implement continuous optimization for long-term sustainable growth.



SOLUTION

Meta Ads Strategy

- Retargeting and lookalike campaigns targeting visitors and previous customers
- Use of UGC videos to drive engagement

Google Ads Strategy

- Performance Max campaigns for comprehensive reach
- Search campaigns supporting brand visibility

Web & Visual Support

- Tracking user behavior through Microsoft Clarity for insights
- Web adjustments for higher conversion rates and enhanced mobile experience

RESULTS

Meta Ads Performance:

 ROAS: 620%

 Average Cost per Purchase: CZK 537

Google Ads Performance:

 ROAS: 1040%

 Average Cost per Purchase: CZK 313

Web & Visual Impact:

- Enhanced website performance and mobile UX
- Strengthened trust and consistent brand identity



Conclusion

The collaboration with Prison Island Prague proves that a well-structured marketing strategy - blending data-driven performance campaigns, continuous web optimization, and a strong creative approach can drive substantial results. Marketinghub helped the client solidify their market presence and boost both online and offline customer engagement.